

TRADEWINDS

California Department of Food and Agriculture
Agricultural Export Program

EXPORT OPPORTUNITIES

The Agricultural Export Program (AEP) has received trade leads for the following products. For details, please contact AEP at aepinfo@cdfa.ca.gov.

- Croatia: fresh and frozen pork parts and raspberry seedlings
- Denmark: live leopard sharks
- Fiji: canned fruits
- Korea: grapefruit seeds; prunes; almonds; raisins; dried apricots; peanuts; deep-sea water
- Russian Federation: portion-controlled fish; frozen fish; milk powder; rennet cheese; sausage processed cheese; dairy product ingredients; dry cheese whey; milk protein concentrate; butter; sweet whey powder; dextrins; livestock feed ingredients; soybean protein concentrate; soybeans; soybean flour; soybean lecithin; unsweetened cocoa powder; dehydrated eggs; egg yolks and whites; oil for covering chocolate; meat meals and flours; emulsifiers and stabilizers; wheat gluten; canned olives; rice; olive oil; almonds; frozen pork; frozen horse meat; potato flakes; organic baby food, canned vegetables, dried fruit, and raw nuts
- Saudi Arabia: corn and soybean feed; frozen chicken; cardamom
- Taiwan: butter; cheese; milk powder; non-dairy creamer; whey protein; instant coffee; canned corn; cream; almond and walnut shells; blanched sliced almonds; spaghetti sauce; organic dried cranberries and figs; duck feet; lactose; calcium lactate; biscuits; instant oatmeal; rolled oats; barley; organic buckwheat, wheat flour, millet, oats, and rye; safflower seed; sunflower seed; potato and corn chips; potato starch
- Thailand: cheese; wine; fresh berries and cherries; animal parts for pet products; graham cracker crumbs; cookie crumbs

UPCOMING EVENTS / ACTIVITIES

CDFA / AEP International Visitors Program

March 17, 2005, Sacramento

AEP is facilitating a meeting at CDFA for the president of the Canadian Agri-Food Trade Alliance.

April 2005, various locations

AEP is coordinating site visits for the Minister of Agriculture and Agro-Based Industry, Malaysia.

For more information, please e-mail AEP at aepinfo@cdfa.ca.gov.

Members Sought for Agricultural Advisory Committees for Trade

The USDA announced on February 28, 2005, that it is accepting nominations for members to serve on the Agricultural Policy Advisory Committee for Trade (APAC) and all Agricultural Technical Advisory Committees for Trade (ATACs).

The APAC provides advice to USDA and the Office of the U.S. Trade Representative on overall agricultural trade policy objectives, while ATACs focus on specific commodities.

The committees ensure that U.S. trade policy and trade negotiation objectives reflect U.S. commercial and economic interests. The committees provide information and advice on negotiating objectives, bargaining positions and other matters related to the development, implementation and administration of U.S. agricultural trade policy.

Nominations require submission of a current resume and form AD-755 (Advisory Committee Membership Background Information), available at www.fas.usda.gov/admin/ad755.pdf.

Nominations must be received by March 31, 2005, in the Legislative Affairs Office, Foreign Agricultural Service, USDA, Room 5929-S, 1400 Independence Avenue S.W., Washington, D.C. 20250-1001.

For further information, contact Joan Hurst in the FAS Legislative Affairs Office by e-mail at LegAffairs@fas.usda.gov; fax at (202) 720-5936; or telephone at (202) 720-7645.

Source: USDA/FAS News Release

USDA Trade Adjustment Assistance Available for California Black Olive Producers

In late February, the USDA's Foreign Agricultural Service approved a petition filed by California black olive producers for benefits under the Trade Adjustment Assistance (TAA) for farmers program.

California black olive producers may apply for TAA benefits between March 14, 2005 and June 13, 2005.

Under the TAA program, USDA provides technical assistance and cash benefits to farmers and certain fishermen if imports of a like or directly competitive commodity contributed importantly to a decline in producer prices and a loss of net farm or fishing income.

To access benefit application forms (FSA-229), go to <http://forms.sc.egov.usda.gov/eforms/mainervlet> or a local Farm Service Agency (FSA) service center.

Source: USDA/FAS News Release

Regulations on Payments for Exports to Cuba Clarified by the U.S. Treasury

The U.S. Department of the Treasury's Office of Foreign Assets Control clarified on February 22, 2005 that under the Cuban Assets Control

Regulations the terminology "payment of cash in advance" with regard to authorized sales of agricultural exports to Cuba means that payment is received by the seller or the seller's agent prior to shipment of the goods from the U.S. port at which they are loaded.

This conforms to the common understanding of the term in international trade finance. A general license is included authorizing the processing of payments received for U.S. Department of Commerce-approved agricultural exports to Cuba that are shipped prior to receipt of payment for a limited time.

The general license only applies when the goods are shipped from the port at which they are loaded on or before March 24, 2005 and also requires that payment must be received by a U.S. banking institution on or before March 24, 2005 and prior to transfer of title to, and control of, the goods to the Cuban purchaser.

Source: U.S. Department of the Treasury, Office of Foreign Assets Control



California Department of Food and Agriculture

Secretary, A. G. Kawamura

Undersecretary, A. J. Yates

Agricultural Export Program

Patricia "Kelsey" Olson, Joshua Eddy, Sarah Logue, and Derric Atlee

RECENT FAS / USDA REPORTS

The following reports of interest were recently released, and are available at www.fas.usda.gov.

Russia: Retail Food Sector Report

Japan: Exporter Guide

China: Country Report (FAIRS)

Egypt: Retail Food Sector Report

Israel: Exporter Guide

Mexico: Retail Food Sector Report

Guides for EU Exports

The USDA's Foreign Agricultural Service (FAS) released in January two reports relating to the European Union's Food and Agricultural Import Regulations and Standards (FAIRS).

The EU Certification Guide provides an overview of the health certificates required by law, and also refers to private certification initiatives, which are primarily intended to guarantee quality.

The EU Traceability Guidelines report provides information on the mandatory traceability requirements that went into effect on January 1, 2005.

These reports apply to the EU-25, expanded in 2004 from 15 member countries. In 2003, the value of California's agricultural exports to the EU-15 exceeded \$1.4 billion.

Sources: USDA/FAS GAIN Reports; Agricultural Issues Center, University of California at Davis and the California Dept. of Food & Agriculture

Mexico Rules on Wood Packaging Materials

In a final rule published January 18, 2005, Mexico announced regulations on phytosanitary measures for wood packaging materials used to transport imported goods to Mexico.

These revised regulations go into effect September 16, 2005.

Further details are available in USDA/FAS GAIN report MX5502.

Upcoming Orientation Sessions and Registration Deadline for Export Readiness Training Program

Completed applications to participate in the upcoming Export Readiness Training Program must be submitted by April 8, 2005.

The training program, targeting small- and medium-size, women- and minority-owned businesses, will provide instruction and individualized guidance to California food and agricultural companies wishing to expand their sales into international markets.

Participants will receive assistance in developing their own export business plans, and will learn the basics of international trade practices, procedures and documentation for agricultural products. The program fee for nine sessions, which will be conducted throughout the state, is \$325.

Details and a class schedule will be provided at several free program orientation meetings, which will occur March 16, 30, and April 6 in Sacramento; March 17, 29, and April 5 in Fresno; and March 15, 31 and April 7 in Long Beach.

For details and registration, call (888) 683-7888; registration is also available at www.wusata.org/ert.

The Export Readiness Training Program is funded by a grant from the USDA Emerging Markets Program. It is supported by CDFA, managed by the Western United States Agricultural Trade Association (WUSATA), and conducted by the California Centers for International Trade Development (CITD).

Trade Skills Courses Offered in April

The Merced College Center for International Trade Development (CITD) and the Monterey County Farm Bureau are sponsoring a three-day course offering training in export transactions, trade inquiries, tariff classification, documentation, and negotiating letters of credit from April 6-8, 2005.

The Trade Skills course will be held at the Monterey County Farm Bureau in Salinas. The fee is \$225 if registration and payment are received prior to the event. Registration at the event is \$285, and space is limited.

For additional information and registration, please call (800) 355-5892 or (209) 384-5892.

U.S. Healthy Products 2005 — Register Now for This Free Event

The Office of Agricultural Affairs at the U.S. Embassy in London (AgLondon), in partnership with the California Department of Food and Agriculture, is conducting a U.S. Healthy Products Award 2005 Competition to introduce U.S. healthy food items to the United Kingdom.

This is an excellent opportunity for California companies to showcase products to buyers in the U.K. market. Key importers, distributors, and retailers will be invited to attend and judge products at the competition in London.

Companies wishing to participate need to register interest by faxing a completed form, available at www.calagexports.com/trade_show_cal.asp. AgLondon will contact interested companies to discuss the opportunity and determine product suitability. Once product suitability has been confirmed, participants will be asked to send one case of each product entry. Feedback and interest regarding the products will be recorded and sent to participants, with a product evaluation completed by a USDA marketing specialist.

Further information may be viewed by following the link referred to above, or contact Joshua Eddy at (916) 654-0389 or jeddy@cdfa.ca.gov.

Register Now for Brazil Trade Mission

The Agricultural Export Program is presenting a Trade Mission to Brazil from May 8-14, 2005. This mission offers an opportunity for California exporters to meet with qualified foreign buyers and conduct a firsthand assessment of the growing Brazilian market. Activities include one-on-one business meetings, retail tours and a visit to the APAS trade show.

The registration and payment deadline to participate in this trade mission is March 18, 2005. Further information and registration forms are available at www.calagexports.com/docs/Recruitment.pdf.

This trade mission is sponsored by the USDA/FAS post in Brazil, the Centers for International Trade Development, the U.S. Dept. of Commerce's Export Assistance Center in Fresno, and the Western United States Agricultural Trade Association.

California agricultural exporters interested in promoting their products through other low-cost opportunities, such as distribution of product literature, should contact the USDA/FAS Agricultural Trade Office in São Paulo, Brazil directly at +55 11 5186 7400 or at atobrazil@usdabrazil.org.br.

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